

July 14, 2010

MINUTES OF A REGULAR MEETING OF THE TORRANCE CABLE TELEVISION ADVISORY BOARD.

1. CALL MEETING TO ORDER:

The Torrance Cable Television Advisory Board convened in a regular meeting on Wednesday, July 14, 2010, at 7:13 p.m. in the Multipurpose Room located in the Stanley E. Remelmeyer Telecommunications Center.

2. ROLL CALL:

Present: Commissioners: Barnard, Carlson, Perkins, Sunshine, and Vice Chairwoman Haussmann (left 8:00 due to illness)

Also Present: Cindy Hibbard, Secretary
Don Fefie, TCtv Coordinator
Michael D. Smith, Cable & Community Relations Manager

Excused: Nishinaga

Absent: None

3. FLAG SALUTE:

Chairwoman Barnard led the salute to the flag.

4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA:

MOTION: *Commissioner Perkins moved to accept and file the report of the City Clerk on posting of the agenda for this meeting. This motion seconded by Commissioner Carlson, carried with an aye vote.*

5. ANNOUNCEMENT OF WITHDRAWN OR DEFERRED ITEMS - NONE

6. APPROVAL OF MINUTES

A) March 10, 2010

MOTION: *Commissioner Haussmann moved to approve the minutes of March 10, 2010. This motion seconded by Commissioner Carlson, motion carried with an aye vote.*

7. SCHEDULED BUSINESS:

A) Community Matters – NONE

B) Committee Reports

1) Operating Policies and Procedures – NONE

C) Report of the Community Television Center

- (1) **March, 2010** – Coordinator Fefie highlighted 27 new programs were completed with 18 programs bicycled. He also noted studio usage was significantly down over the previous year to 24% compared to 33%; field camera check-outs remains low 19% compared with 38% in 2009. Post-production usage was 44% compared to 59% in 2009. 02 “It’s Your TV Brochures” were mailed. 01 guest attended News Users Orientation.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Torrance Community Television Center Report for March 2010. This motion seconded by Commissioner Sunshine, motion carried with aye vote.*

- 2) **April, 2010** – Coordinator Fefie highlighted 21 new programs were completed with 10 programs bicycled. He also noted studio usage was climbed over the previous year to 35% compared to 23%; field camera check-outs remains low 9% compared with 15% in 2009. Post-production usage was 50% compared to 43% in 2009. 01 “It’s Your TV Brochures” was mailed, with 02 graduates. 01 guest attended News Users Orientation. Staff provided a tour to Cub Scout Pack 1064 Den 2, 29 guests and Cub Scout Pack 759 Den 2, 31 guests.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Torrance Community Television Center Report for April 2010. This motion seconded by Commissioner Sunshine, motion carried with aye vote.*

- 3) **May, 2010** – Coordinator Fefie highlighted 12 new programs were completed with 11 programs bicycled. He also noted studio usage remains low over the previous year to 24% compared to 33%; field camera check-outs remains low 19% compared with 38% in 2009. Post-production usage was 44% compared to 59% in 2009. 02 guests attended News Users Orientation, with 02 graduates. 03 enrolled in the Pre Production Planning Workshop, 03 graduated. 04 enrolled in the DV Field & Post Production Workshop, 03 graduated. Completing installation of audio/visual equipment in the new Multipurpose Room. 06 attended the monthly Producer Get-together (Multipurpose Room and Training).

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Torrance Community Television Center Report for May 2010. This motion seconded by Commissioner Sunshine, motion carried with aye vote.*

- 4) **June, 2010** – Coordinator Fefie highlighted 20 new programs were completed with 07 programs bicycled. He also noted studio usage was significantly down over the previous year to 13% compared to 23%; field camera check-outs

remains low 21% but were higher than the 15% in 2009. Post-production usage was 44% compared to 59% in 2009. 03 guests attended News Users Orientation, with 02 graduates. 02 enrolled in the Pre Production Planning Workshop, 02 graduated. 03 enrolled in the DV Field & Post Production Workshop, 03 graduated. Completing installation of audio/visual equipment in the new Multipurpose Room. Staff provided a tour to Girl Scout Troop 4785, 22 guests.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Torrance Community Television Center Report for June 2010. This motion seconded by Commissioner Sunshine, motion carried with aye vote.*

D) Report of Legislative and Cable Related Activities

Manager Smith reported Verizon Communications is now roughly as big a video provider as Cablevision Systems, with the telco topping 3 million FiOS TV subscribers in the first quarter of 2010.

Verizon Communications and Time Warner Inc. will provide FiOS TV customers unlimited access to TV content from TNT and TBS over the Internet starting in June, the companies announced here Wednesday at The Cable Show 2010.

AT&T keeps gaining ground on the IPTV front, adding 231,000 U-verse TV subscribers in the first quarter of 2010 to reach 2.3 million, while its wireline broadband business expanded even as the telco lost 699,000 total residential phone-line connections in the period.

The National Cable & Telecommunications Association says it is not out to sabotage its customers who use retail set-tops (about half a million). The cable group said that it continues to support the 1% of its customers who use the retail boxes but that there was no reason to adopt CEA's suggestion that the cable operator provide more technical support for those retail boxes.

Comcast is now offering multiroom digital video recorder service -- a feature that has been touted by telco and satellite competitors -- in about 20 markets in its Motorola footprint, including the San Francisco Bay Area, Portland, Ore., and western Massachusetts.

A May 2010 survey by the Pew Research Center's Internet & American Life Project finds that six in ten American adults now go online wirelessly using either a mobile phone or a laptop with a wireless internet connection. Americans are also taking advantage of a much wider range of cell phone data applications than at a similar point in 2009.

Brief discussion followed.

MOTION: *Commissioner Haussmann moved to accept the Report of Legislative and Cable Related Activities for March 2010. This motion seconded by Commissioner Sunshine, motion carried with aye vote.*

E) Old Business

- 1) **Recommendation from the Cable and Community Relations Manager that the Cable Television Advisory Board review and discuss comments submitted by Chairwoman Barnard concerning the operation of Torrance Community Television.**

Chairwoman Barnard reviewed her suggestions. Staff responded and discussed improvements that have been made since the suggestions were first agendaized in March. Staff explained a new teleprompter system was added; that staff currently sends email alerts to existing producers of upcoming activities, events, and workshops. Workshops are posted on the city's website and visitor is able to subscribe to the pages through eNotify. Staff will explore adding a new section to the TCtv website "What's New". This page will also allow subscriptions so that when new items are added, everyone that is registered will receive an email notice. Finally, staff will work on developing a method to provide automated 90-day notices of certification lapses.

MOTION: *Commissioner Sunshine moved to approve a motion that staff implements suggestions as appropriate, this motion seconded by Commissioner Carlson, motion carried with aye vote.*

F) New Business

- 1) A recommendation from the Cable & Community Relations Manager that the Cable Television Advisory Board elect a Chairperson and Vice-Chairperson for the fiscal year 2010/2011.

MOTION: *Commissioner Perkins nominated Commissioner Haussmann as Chairwoman, this motion was seconded by Commissioner Sunshine, motion carried with an aye vote.*

MOTION: *Chairwoman Barnard nominated herself as Vice Chair; this motion was seconded by Commissioner Sunshine, motion carried with an aye vote.*

- 2) A recommendation from the Cable & Community Relations Manager that the Chairperson appoints new members to the 19th Annual TCtv Video Programming Awards Committee and appoints a new chairperson.

APPOINTMENT: *Chairman Barnard appointed Commissioners Perkins and Nishinaga to the Committee and Commissioner Sunshine as Chairman.*

MOTION: *Commissioner Perkins moved to support the appointments, this motion, seconded by Commissioner Carlson, carried with an aye vote.*

- 3) A recommendation from the Cable & Community Relations Manager that the Chairperson appoint a new member and chairperson to the Operating Policies and Procedure Committee.

APPOINTMENT: *Chairman Barnard appointed herself as Chairwoman to the Committee.*

MOTION: *Commissioner Barnard moved to support the appointment, this motion, seconded by Commissioner Sunshine, carried with an aye vote.*

8. ADDENDUM MATTERS - NONE

9. ORAL COMMUNICATIONS:

- A) Commissioner Haussmann requested with the concurrence of the Commission that staff return at the next meeting with an item to discuss the possibility of adding a “easier to use” non linear editor for first-time users. She has observed difficulties some Producers have had in navigating the Avid systems and wants to see if there are alternatives for the novice.
- B) Manager Smith reminded everyone that August will be dark so that the Commissioners can participate in the annual Back to TCtv BBQ on August 6, 2010.

9. ADJOURNMENT:

Chairwoman Barnard adjourned the meeting of July 14, 2010, 8:38 p.m. to reconvene on Wednesday, September 8, 2010 at 7:00 p.m.

Respectfully submitted,

Michael D. Smith
Cable & Community Relations Manager